

BAXI CHOOSES AUTOBAG[®] AND PACKAGING RATES ROCKET WITH A PAYBACK OF LESS THAN A YEAR



Leading heating appliance manufacturer, Baxi Heating of Preston, wanted to improve its gas appliance parts service for its customers. To achieve this aim it was necessary to streamline its packaging operations and make parts identification easier. This involved bagging the components in singles, pairs and mixed kits.

Packaging specialists, Automated Packaging Systems provided the solution. Baxi introduced an Autobag[®] 'Print & Pack' system, comprising an Excel[™] autobagger and Precision[™] thermal transfer printer, to replace its original manual method of bagging and labelling

parts. The Precision printer allowed Baxi to overprint variable data directly onto the bag as part of the bagging process making significant savings in time and cost of labels.

Presentation was revolutionised, as the bags-on-a roll were pre-printed in Baxi's corporate style while the overprinting of additional data eliminated the need for separate additional label print runs.

Euroslots were supplied for hanging displays making the products ideal for presentation at point-of-sale and point-of-purchase. Air-release holes were introduced to minimise bulk, making it easier to transport and display.

Baxi's production manager, Dave Norris, was delighted with the improved system. He said: "Packaging rates increased from just four to a much more impressive 30 bags a minute - a sevenfold plus improvement. The financial savings in terms of printing, labour and materials were significant and most importantly the equipment paid for itself in under a year."